



LEO BURNETT U.S.A.

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April 5, 1993

Ms. Julie Greene  
PHILIP MORRIS, U.S.A.  
120 Park Avenue  
New York, NY 10017

Re: Salem 1992 O-O-H Spending

Dear Julie,

Per your request, please find attached Salem Out-of-Home competitive spending for 1992. The costs have been broken down by region, trading area and market.

Please call with questions.

Regards,

LEO BURNETT U.S.A.

Pam McGaan  
Account Executive

Attachment

cc: PM  
Marc Goldman

LECo.  
Chris Cole  
Debbie Lynch

cpmoooh.pm

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OUT-OF-HOME COMPETITIVE SPENDING  
SALEM  
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
REGION 1	1A0 BANGOR	MANCHESTER TOTAL	\$4,658 \$4,658
	1B0 BOSTON	TOTAL	\$0 \$0
	1C0 HARTFORD	HARTFORD NEW HAVEN TOTAL	\$33,380 \$16,460 \$49,840
	1D0 RHODE ISLAND	PROVIDENCE TOTAL	\$37,448 \$37,448
	1E0 ALBANY	ALBANY TOTAL	\$22,118 \$22,118
	1F0 SYRACUSE	BINGHAMTON SYRACUSE TOTAL	\$14,582 \$23,384 \$37,966
	1G0 BUFFALO	BUFFALO ROCHESTER TOTAL	\$56,784 \$151,687 \$208,471
	1H0 NEW YORK	BRIDGEPORT (CT) NEW YORK NEWARK TOTAL	\$15,600 \$1,405,209 \$183,231 \$1,604,040
	1I0 PHILADELPHIA	ATLANTIC CITY (NJ) PHILADELPHIA READING WILMINGTON (DE) TOTAL	\$16,131 \$171,093 \$22,670 \$28,913 \$238,807
	1J0 HARRISBURG	HARRISBURG YORK TOTAL	\$59,220 \$32,920 \$92,140
		TOTAL REGION 1	\$2,295,488
REGION 2	2A0 BALTIMORE	BALTIMORE TOTAL	\$271,000 \$271,000
	2B0 WASHINGTON D.C.	WASHINGTON D.C. TOTAL	\$173,052 \$173,052
	2C0 RICHMOND	RICHMOND ROANOKE	\$14,592 \$6,994

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OUT-OF-HOME COMPETITIVE SPENDING  
SALEM  
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
		TOTAL	\$21,586
2D0	RALEIGH/DURHAM	DURHAM	\$20,366
		JACKSONVILLE N.C.	\$6,295
		RALEIGH	\$30,236
		TOTAL	\$56,897
2E0	CHARLOTTE	GASTONIA	\$4,250
		GREENSBORO	\$88,665
		WINSTON-SALEM	\$106,245
		CHARLOTTE	\$89,846
		TOTAL	\$289,006
2F0	COLUMBIA	CHARLESTON	\$13,742
		COLUMBIA	\$34,148
		TOTAL	\$47,890
2G0	GREENVILLE	ASHVILLE	\$9,694
		GREENVILLE	\$21,163
		SPARTANBURG	\$6,556
		TOTAL	\$37,413
2H0	KNOXVILLE	CHATTANOOGA	\$23,919
		KNOXVILLE	\$22,948
		TOTAL	\$46,867
2I0	NASHVILLE	NASHVILLE	\$115,903
		TOTAL	\$115,903
2J0	ATLANTA	ATLANTA	\$366,302
		TOTAL	\$366,302
2K0	BIRMINGHAM	BIRMINGHAM	\$94,318
		TOTAL	\$94,318
2L0	SAVANNAH	AUGUSTA	\$14,864
		COLUMBUS GA.	\$24,698
		SAVANNAH	\$6,009
		TOTAL	\$45,571
2M0	JACKSONVILLE FL.	JACKSONVILLE FL.	\$120,624
		TALLAHASSEE	\$10,186
		TOTAL	\$130,810
2N0	PENSACOLA	MOBILE	\$49,344
		MONTGOMERY	\$18,286
		PENSACOLA	\$7,444
		TOTAL	\$75,074
2O0	ORLANDO	DAYTONA BEACH	\$10,774
		ORLANDO	\$78,238

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OUT-OF-HOME COMPETITIVE SPENDING  
SALEM  
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u> <u>TOTAL</u>	<u>TOTAL 1992</u> <u>SPENDING</u> \$89,012
	2P0 TAMPA	CLEARWATER FT. MEYERS TAMPA TOTAL	\$7,538 \$4,536 \$248,854 \$260,928
	2Q0 MIAMI	FT. LAUDERDALE MIAMI TOTAL	\$66,470 \$61,796 \$128,266
		TOTAL REGION 2	\$2,249,895
REGION 3	3A0 ST. LOUIS	ST. LOUIS TOTAL	\$212,171 \$212,171
	3B0 SPRINGFIELD	TOTAL	\$0 \$0
	3C0 PADUCAH	TOTAL	\$0 \$0
	3D0 MEMPHIS	MEMPHIS TOTAL	\$153,218 \$153,218
	3E0 JACKSON MS.	JACKSON TOTAL	\$6,219 \$6,219
	3F0 LITTLE ROCK	LITTLE ROCK SHREVEPORT TOTAL	\$25,870 \$2,920 \$28,790
	3G0 NEW ORLEANS	BATON ROUGE NEW ORLEANS TOTAL	\$15,076 \$205,871 \$220,947
	3H0 LAKE CHARLES	TOTAL	\$0 \$0
	3I0 DES MOINES	TOTAL	\$0 \$0
	3J0 OMAHA	OMAHA TOTAL	\$32,844 \$32,844
	3K0 KANSAS CITY	KANSAS CITY TOPEKA TOTAL	\$58,405 \$4,800 \$63,205

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OUT-OF-HOME COMPETITIVE SPENDING  
SALEM  
TOTAL YEAR 1992

REGION	TRADING AREA	MARKET	TOTAL 1992 SPENDING
	3L0 TULSA	TULSA	\$6,029
		TOTAL	\$6,029
	3M0 OKLAHOMA CITY	AMARILLO	\$6,888
		OKLAHOMA CITY	\$23,590
		TOTAL	\$30,478
	3N0 DALLAS/FT. WORTH	DALLAS	\$115,466
		FT. WORTH	\$34,818
		TOTAL	\$150,284
	3O0 MIDLAND		\$0
		TOTAL	\$0
	3P0 ALBUQUERQUE	EL PASO	\$37,200
		TOTAL	\$37,200
	3Q0 HOUSTON	HOUSTON	\$171,738
		TOTAL	\$171,738
	3R0 WACO/TEMPLE	AUSTIN	\$22,384
		TOTAL	\$22,384
	3S0 SAN ANTONIO	CORPUS CHRISTI	\$31,407
		SAN ANTONIO	\$87,394
		TOTAL	\$118,801
		TOTAL REGION 3	\$1,254,308
REGION 4	4A0 PITTSBURGH	PITTSBURGH	\$210,790
		WHEELING	\$7,030
		YOUNGSTOWN	\$8,688
		TOTAL	\$226,508
	4B0 CLEVELAND	AKRON	\$48,062
		CANTON	\$22,346
		CLEVELAND	\$514,499
		TOTAL	\$584,907
	4C0 COLUMBUS	COLUMBUS	\$128,559
		TOTAL	\$128,559
	4D0 CINCINNATI	CINCINNATI	\$88,029
		DAYTON	\$20,652
		TOTAL	\$108,681
	4E0 SAGINAW	FLINT	\$14,176
		SAGINAW	\$6,370
		TOTAL	\$20,546

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OUT-OF-HOME COMPETITIVE SPENDING  
SALEM  
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
	4F0 DETROIT	DETROIT	\$119,702
		TOTAL	\$119,702
	4G0 GRAND RAPIDS	GRAND RAPIDS	\$90,400
		LANSING	\$17,354
		TOTAL	\$107,754
	4H0 TOLEDO	FT, WAYNE	\$13,856
		TOLEDO	\$25,734
		TOTAL	\$39,590
	4I0 INDIANAPOLIS	INDIANAPOLIS	\$56,472
		TOTAL	\$56,472
	4J0 LOUISVILLE		\$0
		TOTAL	\$0
	4K0 LEXINGTON	LEXINGTON	\$17,588
		TOTAL	\$17,588
	4L0 CHICAGO	CHICAGO	\$580,794
		EAST CHICAGO	\$16,269
		HAMMOND/GARY	\$22,708
		TOTAL	\$619,771
	4M0 PEORIA	ROCK IS./MOLINE	\$17,964
		ROCKFORD	\$10,288
		TOTAL	\$28,252
	4N0 GREEN BAY	APPLETON	\$2,166
		DULUTH	\$16,662
		GREEN BAY	\$21,298
		TOTAL	\$40,126
	4O0 MINNEAPOLIS	MINNEAPOLIS	\$58,135
		TOTAL	\$58,135
	4P0 SIOUX FALLS		\$0
		TOTAL	\$0
	4Q0 MILWAUKEE	MADISON	\$19,980
		MILWAUKEE	\$202,687
		TOTAL	\$222,667
		TOTAL REGION 4	\$2,379,258
REGION 5	5A0 ALASKA		\$0
		TOTAL	\$0

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OUT-OF-HOME COMPETITIVE SPENDING  
SALEM  
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
	5B0 SPOKANE	SPOKANE	\$5,944
		TOTAL	\$5,944
	5C0 SEATTLE		\$0
		TOTAL	\$0
	5D0 PORTLAND	PORTLAND	\$26,220
		TOTAL	\$26,220
	5E0 DENVER	DENVER	\$91,572
		TOTAL	\$91,572
	5F0 SALT LAKE		\$0
		TOTAL	\$0
	5G0 PHOENIX	PHOENIX	\$19,375
		TUCSON	\$9,600
		TOTAL	\$28,975
	5H0 SACRAMENTO	SACRAMENTO	\$7,400
		TOTAL	\$7,400
	5I0 SAN FRANCISCO	SAN FRANCISCO	\$26,250
		TOTAL	\$26,250
	5J) FRESNO	FRESNO	\$7,782
		TOTAL	\$7,782
	5K0 HAWAII		\$0
		TOTAL	\$0
	5L0 LOS ANGELES	LOS ANGELES	\$75,726
		TOTAL	\$75,726
	5M0 SAN DIEGO	LANCASTER	\$8,028
		SAN DIEGO	\$43,250
		TOTAL	\$51,278
		TOTAL REGION 5	\$321,147
		GRAND TOTAL SPENDING	\$8,500,096

SOURCE: LEO BURNETT OUT-OF-HOME COMPETITIVE REPORT - 1992

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